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09/970,535

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:

Robert L. Parker, et al.

Application No.: 09/970,535

Docket No.: 42390P9334

Filed: 10/03/01

For: Presentation of Personalized
Merchandise in an Electronic
Commerce Transaction

Examiner: Gerald J. O'Connor

Art Unit: 3627

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GROUP 3600

AMENDMENT AND RESPONSE (AFTER FINAL)

COMMISSIONER FOR PATENTS

P.O. Box 1450

Alexandria, VA 22313-1450

Dear Sir:

In response to the Office action dated September 3, 2004, please amend the
above-identified application as follows:

I hereby certify that this correspondence is being deposited with
the United States Postal Service as first class mail with sufficient
postage in an envelope addressed to Commissioner for Patents,
P.O. Box 1450, Alexandria, VA 22313 on:

3 NOVEMBER 2004
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DEBORAH L. HOLLOWAY
Name of Person Mailing Correspondence

[Signature] 11-3-04
Signature Date